

ORDER



Orders
Order / Rev: 202882
Alt Order #: 06847510
Product Desc: S.E.I.U.
Estimate: 1435
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 08/30/12 / 08/30/12
Order Type: REG

WVBT
Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K Street Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/SEIU
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN12546
Agency External ID: IN14921

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	20	\$5,960.00	\$5,066.00
10/01/12	10/01/12	8	\$4,115.00	\$3,497.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	20	\$5,960.00	\$5,066.00	0.00
October 2012	8	\$4,115.00	\$3,497.75	0.00
Totals	28	\$10,075.00	\$8,563.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	10%	\$10,075.00
Market	100%	\$100,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	36%	\$36,270.00
WGNT	1%	\$1,007.50
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	19%	\$19,142.50
WTVZ	5%	\$5,037.50
WVEC	29%	\$29,217.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/25/12	09/28/12	M-F 10-11a Millionaire	CM	10-11a	- TWTF - -	:30	2	\$100.00	P2	0.00	NM	2	\$200.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	- TWTF - -	2		\$100.00	0.00							
E 2	WVBT	09/25/12	09/28/12		CM	4-5p	- TWTF - -	:30	4	\$250.00	P1	0.00	NM	4	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 4-5p M-F 4-5p STEVE WILKOS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 - TWTF-- 4 \$250.00 0.00														
E 3	WVBT	09/25/12	09/28/12	M-F 7-730p M-F 7-730p	CM	7-730p - TWTF--	:30	2	\$400.00	P1	0.00	NM	2	\$800.00
TMZ ON TV <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 - TWTF-- 2 \$400.00 0.00														
E 4	WVBT	10/01/12	10/01/12	Mon Hour 1 Mon 8-9p	CM	8-9p M-----	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
BONES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$2,000.00 0.00														
E 5	WVBT	09/25/12	09/28/12	M-F 10-1044p Fox News @ 10	CM	10-1045p - TWTF--	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 - TWTF-- 2 \$1,200.00 0.00														
E 6	WVBT	09/29/12	09/29/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S)-----S-	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
SATURDAY LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$1,000.00 0.00														
E 7	WVBT	10/01/12	10/01/12	M-F 10-11a Millionaire	CM	10-11a M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$100.00 0.00														
E 8	WVBT	10/01/12	10/01/12	M-F 4-5p M-F 4-5p	CM	4-5p M-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
STEVE WILKOS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$200.00 0.00														
E 9	WVBT	10/01/12	10/01/12	M-F 7-730p M-F 7-730p	CM	7-730p M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TMZ ON TV <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$400.00 0.00														
E 10	WVBT	10/01/12	10/01/12	M-F 10-1044p Fox News @ 10	CM	10-1045p M-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$1,200.00 0.00														
E 11	WVBT	09/25/12	09/28/12	M-F 5-6a Ricki Lake	CM	5-6a - TWTF--	:30	4	\$15.00	P3	0.00	NM	4	\$60.00
RICKI LAKE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 - TWTF-- 4 \$15.00 0.00														
E 12	WVBT	10/01/12	10/01/12	M-F 5-6a Ricki Lake	CM	5-6a M-----	:30	1	\$15.00	P3	0.00	NM	1	\$15.00
RICKI LAKE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$15.00 0.00														
E 13	WVBT	09/25/12	09/28/12	M-F 11a-12p Jeff Probst	CM	11a-12p - TWTF--	:30	2	\$100.00	P1	0.00	NM	2	\$200.00
JEFF PROBST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 - TWTF-- 2 \$100.00 0.00														
E 14	WVBT	10/01/12	10/01/12		CM	11a-12p M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00

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				M-F 11a-12p											
				Jeff Probst											
JEFF PROBST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M- - - - -	1		\$100.00		0.00						
E 15	WVBT	09/25/12	09/28/12	M-F 12-1p	CM	12-1p	- TWTF- -	:30	3	\$100.00	P1	0.00	NM	3	\$300.00
				Wendy Williams											
WENDY WILLIAMS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF- -	3		\$100.00		0.00						
E 16	WVBT	10/01/12	10/01/12	M-F 12-1p	CM	12-1p	M- - - - -	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				Wendy Williams											
WENDY WILLIAMS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M- - - - -	1		\$100.00		0.00						
													Totals	28	\$10,075.00